

Table 23a

**Importance of IT goods and services for facilitating communication, by selected company characteristics and innovation status: 2001**

(Frequency)

Characteristic	Total	Importance			Nonresponse
		No or little	Moderate	Great	
All companies.....	72,400	4,000	24,000	44,400	S
IT.....	9,700	300	2,900	6,500	S
Manufacturing.....	3,000	S	1,000	1,900	S
Communication.....	1,600	S	400	1,100	S
Computer related services.....	5,100	S	1,500	3,500	S
Non-IT.....	62,700	3,700	21,000	37,900	S
Manufacturing.....	39,300	S	14,500	22,000	0
Transportation & public utilities.....	8,500	700	2,400	5,400	0
Finance, insurance & real estate.....	11,900	S	3,300	8,300	S
Engineering & AAB services.....	2,900	S	800	2,100	0
By revenue size					
\$2.5M to \$4.9M.....	26,500	1,300	10,300	14,900	S
\$5M to \$9.9M.....	17,800	1,300	5,500	11,000	S
\$10M to \$24.9M.....	16,100	S	5,000	10,200	0
\$25M to \$50M.....	6,000	S	1,800	3,700	0
Above \$50M.....	5,900	S	1,300	4,500	S
Innovators <sup>1</sup> .....	34,400	1,200	7,400	25,700	S
IT.....	7,000	S	1,900	4,900	S
Manufacturing.....	1,500	S	400	1,100	S
Communication.....	1,200	S	300	800	S
Computer related services.....	4,300	S	1,200	3,000	S
Non-IT.....	27,400	S	5,500	20,800	0
Manufacturing.....	15,300	S	3,000	11,400	0
Transportation & public utilities.....	3,700	S	800	2,700	0
Finance, insurance & real estate.....	6,900	S	1,400	5,500	0
Engineering & AAB services.....	1,500	0	300	1,200	0
By revenue size					
\$2.5M to \$4.9M.....	11,400	S	2,700	8,200	0
\$5M to \$9.9M.....	8,100	S	1,500	6,600	S
\$10M to \$24.9M.....	7,700	S	1,600	5,700	0
\$25M to \$50M.....	3,500	S	900	2,200	0
Above \$50M.....	3,700	S	700	2,900	S
Noninnovators <sup>1</sup> .....	37,000	2,700	16,200	18,000	S
IT.....	2,600	S	1,000	1,500	S
Manufacturing.....	1,500	S	600	800	0
Communication.....	400	S	100	300	S
Computer related services.....	800	0	S	500	0
Non-IT.....	34,300	2,600	15,200	16,500	S
Manufacturing.....	23,500	S	11,200	10,500	0
Transportation & public utilities.....	4,600	S	1,600	2,500	0
Finance, insurance & real estate.....	4,800	S	1,900	2,700	S
Engineering & AAB services.....	1,400	S	500	900	0
By revenue size					
\$2.5M to \$4.9M.....	14,400	900	7,300	6,200	S
\$5M to \$9.9M.....	9,500	1,200	4,000	4,300	0
\$10M to \$24.9M.....	8,400	S	3,400	4,500	0
\$25M to \$50M.....	2,500	S	S	1,500	0
Above \$50M.....	2,200	S	S	1,600	0

<sup>1</sup> Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

**KEY:** IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

**NOTES:** Responses are to question 7c: "On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, please rate the importance of IT goods and services for facilitating communication?" The category "No or little importance" represents a response of 1, 2, or 3 to this question. The category "Moderate importance" represents a response of 4, 5, 6, or 7 to this question. The category "Great importance" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

**SOURCE:** National Science Foundation, 2001 Information Technology Innovation Survey.